

## Appendix 1

**Television Stations Owned by Media General, Inc. (2002)**

<b>DMA No.<sup>1</sup></b>	<b>DMA Name</b>	<b>Station</b>	<b>Network</b>	<b>Daily Newspaper</b>
13	*Tampa-St. Petersburg, FL	WFLA-TV	NBC	<i>The Tampa Tribune</i> <i>Highlands Today (Sebring)</i> <i>Hernando Today (Brooksville)</i>
35	Spartanburg, SC-Asheville, NC-Anderson, SC	WSPA-TV WASV-TV WNEG-TV***	CBS UPN CBS	<i>The (Mc i , McDowell News</i>
40	Birmingham, AL	WIAT(TV)	CBS	
51	Jacksonville, FL	WJWB(TV)	WB	
62	Mobile, AL-Pensacola, FL	WKRG-TV	CBS	
65	Lexington, KY	WTVQ-TV	ABC	
66	Wichita-Hutchinson, KS	KWCH-TV KBSH-TV*** KBSD-TV*** SL-TV	CBS	
67	*Roanoke-Lynchburg, VA	LS-TV	NBC	<i>The (Lynchburg) News &amp; Advance</i> <i>Danville Register &amp; Bee</i> <i>The Reidsville Review</i> <i>The (Eden) Daily News</i>
85	Chattanooga, TN	WDEF-TV	CBS	
89	Jackson, MS	WJTV(TV)	CBS	
90	*Tri-Cities, TN-VA	WJHL-TV	CBS	<i>Bristol Herald Courier</i>
98	Savannah, GA	WSAV-TV	NBC	
103	Greenville <i>et al.</i> , NC	WNCT-TV	CBS	
105	Charleston, SC	WCBD-TV	NBC	<i>The (Florence) Morning News</i>
110	*Florence-Myrtle Beach, SC	WBTW(TV)	CBS ABC	<i>The (Florence) Morning News</i>
115	Augusta, GA	WJBF-TV	CBS	<i>Opelika-Auburn News</i>
126	*Columbus, GA	WRBL(TV)	CBS	<i>Opelika-Auburn News</i>
152	Rochester, MN-Mason City, IA-Austin, MN	KIMT(TV)		
159	*Panama City, FL	WMBB(TV)	ABC	<i>Jackson County Floridan</i>
168	Hattiesburg-Laurel, MS	WHLT(TV)*	CBS	
179	Alexandria, LA	KALB-TV	NBC	

\* Media General convergence underway  
\*\*\* Satellite Station

<sup>1</sup> Nielsen Media Local Universe Estimates, 2002-2003 Television Season

## Appendix 2

**Daily Newspapers Owned by Media General, Inc. (2002)**

<b>DMA No. <sup>1</sup></b>	<b>DMA Name</b>	<b>Daily Newspaper</b>
8	Washington, DC	<i>Culpeper Star-Exponent</i> <i>Manassas Journal Messenger</i> <i>(Woodbridge) Potomac News</i>
13	*Tampa-St. Petersburg, FL	<i>The Tampa Tribune</i> <i>Highlands Today (Sebring)</i> <i>Hernando Today (Brooksville)</i>
28	Charlotte, NC	<i>Hickory Daily Record</i> <i>The Concord &amp; Kannapolis Independent Tribune</i> <i>Statesville Record &amp; Landmark</i> <i>The (Morgantown) News Herald</i>
35	Greenville-Spartanburg, SC-Asheville, NC-Anderson, NC	<i>The (Marion) McDowell News</i>
46	Greensboro-High Point-Winston Salem, NC	<i>The Winston-Salem Journal</i> <i>The (Eden) Daily News</i> <i>The Reidsville Review</i>
59	Richmond-Petersburg, VA	<i>The Richmond Times-Dispatch</i>
67	*Roanoke, VA	<i>The (Lynchburg) News &amp; Advance</i> <i>Danville Register &amp; Bee</i>
90	*Tri-Cities, TN-VA	<i>Bristol Herald Courier</i>
110	*Florence, SC	<i>The (Florence) Morning News</i>
126	*Columbus, GA	<i>Opelika-Auburn News</i>
159	*Panama City, FL	<i>Jackson County Floridan</i>
171	Dothan, AL	<i>The Dothan Eagle</i> <i>Enterprise Ledger</i>
178	Harrisonburg, VA	<i>The (Waynesboro) News Virginian</i>
186	Charlottesville, VA	<i>The Daily Progress</i>

\* Media General convergence underway

<sup>1</sup> Nielsen Media Local Universe Estimates, 2002-2003 Television Season

## Appendix 3

**Appendix 3**

**Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C.**

In the matter of

2002 Biennial Regulatory Review -	)	
Review of the Commission's Broadcast	)	MB Docket No. 02-277
Ownership Rules and Other Rules	)	
Adopted Pursuant to Section 202 of the		
Telecommunications Act of 1996		
Cross-Ownership of Broadcast Stations	)	MM Docket No. 01-235
and Newspapers	)	
Rules and Policies Concerning Multiple	)	MM Docket No. 01-317
Ownership of Radio Broadcast Stations	)	
in Local Markets		
Definition of Radio Markets	)	MM Docket No. 00-244
	)	

**Statement of James K. Gentry, Ph.D.**

**Prepared for Media General, Inc.**

**December 2002**

## Introduction

In a filing with the FCC last December,<sup>1</sup> I described how the mass media landscape is changing rapidly. I cited an extensive array of data illustrating that newspaper circulation and television news viewing both continue to decline while the percentage of Americans going online rises. I also cited data demonstrating that Internet users with broadband connections spend 3.2 hours each week more online than those who connect via dial-up modem, which suggests that more people will spend more time online as access to high speed connectivity increases.

My filing also described how these forces are putting new pressures on local newspaper and television companies. In this difficult environment, I argued that, to survive in this intensely competitive and dynamic world, local media outlets must find new ways of doing business, new ways of reaching audiences and gathering and new ways of reporting news for their communities.

Based on my academic and professional experiences with media outlets of all sizes across the country, I described in my filing how many local media outlets are attempting to preserve – and strengthen – local news operations through combinations with other local media. I noted how, in today’s media, there is a great deal of excitement about the opportunities and benefits of full convergence, that is, the complete integration of ownership, newsgathering and reporting, community outreach and advertising sales, all under one owner. By pooling newsgathering resources, reporters, photographers, editors, and other news professionals can enhance and expand news coverage and present this content seamlessly on multiple platforms. And they can serve their communities in other ways, too.

Now, one year later, it is even more evident that full convergence enables wider dissemination of news, facilitates better coverage of news events, and permits more sponsorship of civic activities than otherwise could be achieved by independently operating media. As a result, it remains true that increasing the quantity and quality of local news through media convergence can lead to larger audiences for local media outlets and increased presentation of diverse news and public affairs programming. Significantly, by strengthening local brands and improving the resources and abilities of local media, full convergence can help slow the steady loss of newspaper circulation and broadcast television viewers, which in turn can facilitate competition, further investment in local news operations, and better serve local communities. In short, permitting full convergence fosters the FCC’s public interest goals.

### Vocal support for convergence

Despite the weak economy, convergence has continued to move ahead in markets across the country, though perhaps at not quite as rapid a pace as the previous few years. Media General and other companies continue to step up the quality of their newspaper/television convergence efforts in a number of markets. For example, in Salt Lake City, the *Deseret News*, KSL-TV and KSL radio have worked together on a number of joint initiatives. In Lawrence, Kansas, the World

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<sup>1</sup> “The Public Interest Benefits Achievable From Eliminating the FCC’s Newspaper-Broadcast Cross-Ownership Rule,” attached as Appendix 4 to Comments of Media General, Inc. in MM Docket No. 01-235, 96-197, December 3, 2001.

Co., owner of the Lawrence *Journal-World*, brought in an online director at a *six*-figure salary to raise its web-site's visibility and to energize cooperation among its newspaper, television, and on-line operations. In general, however, in many markets caution seemed the byword as entities are unwilling to make extensive capital investments until the FCC acts.

And on a broader scale, support for convergence became even more vocal as Dean Singleton, the chairman of the Newspaper Association of America, emerged as its most visible spokesman. "I believe, and I believe this strongly, that the promise of media convergence – which is really what the information highway is all about – is real, and it will change everything," said Singleton, vice chairman and CEO of MediaNews Group.<sup>2</sup>

"Newspapers will make television news better than it is today," says Singleton. "It will make radio news better than it is today. Television news has had a problem knowing what they want to be and who they want to be because there's *so* much competition."

### **The industry and convergence**

While individual properties might have moved somewhat slowly in 2002, the news industry as a whole continues to move aggressively to prepare for a converged future. This is most visible in the area of professional training. For example, the American Press Institute, which offers year-round training programs for media managers, expanded from primarily newspaper and online offerings to scheduling 10 seminars for Internet and multi-platform media at its Media Center in the coming year. Called "The Digital News Series," API's package will feature programs such as "Convergence: The Tour" and "Howto Create Innovative Multimedia (*i.e.*, cross-platform) Journalism." Incidentally, the API Media Center's focus is "meeting the information needs of multiplatform consumers."

Likewise, another nationally respected media training center, the Poynter Institute, this past year integrated convergence issues into a large number of its workshops. In February 2003, for the first time, the Poynter Institute plans to offer a weeklong program entitled "Convergence for College Educators."

Convergence issues are now frequent topics for presentations and panel discussions at national meetings of professional groups including the American Society of Newspaper Editors, Newspaper Association of America, Radio Television News Directors Association, National Association of Broadcasters, and the Online News Association. Convergence also **is** a frequent subject at conventions of the Association for Education in Journalism and Mass Communication as well as the Broadcast Educators Association.

### **Developments during the year - Tampa**

Previously, I explained in detail the convergence efforts underway at The News Center in Tampa, Florida, which houses Media General's WFLA-TV (NBC), *Tampa*

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<sup>2</sup> Dean Singleton, "Newspapers are the Cornerstones of Convergence," speech at Association Press Managing Editors (APME) national convention, Baltimore, Oct. 25, 2002.



Tribune, and Tampa Bay Online (TBO.com). The Tampa experience is a well recognized model of convergence among professional and academic journalists in large part because the news professionals at all three outlets work closely together to exchange story ideas, news content, research, and video images.

The newspaper, television stations, and TBO.com began their convergence efforts in earnest almost three years ago when they moved into a joint facility they call The News Center. Since that time, Media General's full commitment to convergence has produced demonstrable benefits for the outlets – and for the local community. Previously, I provided examples of how all three outlets have worked together to bring more news and better coverage of news to the Tampa area. It is also worth noting the following measures of success that have occurred since the opening of The News Center:

- Media General has increased the number of full-time news professionals in Tampa, despite the very serious advertising recession.
- While daily newspapers across the country generally have been suffering declining newspaper circulation, the Tribune's circulation increased in total and in its core market of Hillsborough County in 2001 and again in 2002.<sup>3</sup>
- While many television stations are losing viewers, WFLA-TV's 11 p.m. newscast's ratings increased in 2001 and again in 2002.<sup>4</sup>
- WFLA-TV has maintained the same number of local newscasts and has replaced a syndicated program with a new, locally originated entertainment/variety program at 10:00 a.m. on weekdays.

Finally, it is worth emphasizing again that convergence has facilitated an improvement in the quality of news provided in Tampa. To take just one example, the prestigious, and first ever, Walter Cronkite Award for Excellence in Broadcast TV Political Journalism for a medium-sized market was awarded WFLA-TV in 2001. In short, Media General's Tampa experience continues to serve as a model for the successful convergence of multiple platforms of news gathering and reporting in a manner that produces demonstrable benefits for the public.

### **Developments during the year – Other Media General Examples**

As noted in my previous statement, Media General has been one of the leaders in convergence developments during the year. Just a few examples of Media General's convergence successes include the following:

In the **Roanoke area**, Media General's WSLs(TV) (NBC) continued to expand its convergence efforts with Media General newspapers the *Lynchburg News & Advance* and the *Danville Register & Bee*. During the year, the television station's reporters routinely wrote stories for the newspapers while the newspapers' reporters provided content for the television station's newscasts and its web site. Similarly, in

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<sup>3</sup> Internal data through November of 2000, 2001, 2002.

<sup>4</sup> Nielsen data for November sweeps periods of 2000, 2001, and 2002.

the so-called **Tri-Cities market**, Media General's WJHL(TV) (CBS) in Johnson City, Tennessee, is now working with Media General's *Bristol (Va.) Herald Courier* on a daily basis sharing information for stories and video images, engaging in long-range planning, and cooperating on joint news and sales projects.

In the **Columbus, Georgia/Opelika, Alabama market**, the television station and newspaper jointly hosted a Political Forum on April 24, 2002, in Auburn to bring together a cross-section of local citizens to discuss the issues that were important to them and what they wanted addressed by political candidates. Both the newspaper and television station provided extensive coverage of the Political Forum. On election-night on June 4, *Opelika-Auburn News* reporters wrote stories for the newspaper and provided WRBL with constant updates that allowed the television station to broadcast up-to-the-minute election results every 30 minutes.

In August, the *Opelika-Auburn News* staffed the trial of Stanley Stephens, who eventually was convicted of murdering his wife and child. The newspaper's reporters provided details to WRBL for on-air updates, including the breaking news that Stephens had been sentenced to death. The Columbus/Opelika partners combined to host Signing Day 2002 in February, the second annual banquet honoring area high school football players, coaches, and families on National Signing Day. By bringing together 15 area players, WRBL and the *Opelika-Auburn News* were able to improve their overall coverage of the local angles to National Signing Day. The partners also teamed up to promote and present the Media General "Hurricane Watch" project and to provide joint coverage of the Iron Bowl. Due to expensive technical problems, the television station has had to put on hold -- probably until 2004 -- its plans for building a bureau inside the newspaper's facilities.

Convergence efforts also continued in the **Panama City market** (DMA 159), where Media General's WMBB(TV) (ABC) continued to work closely with Media General's *Dothan Eagle*, *Enterprise Ledger*, and *Jackson County Floridan*. WMBB, the three newspapers, and their web-sites jointly produced a special section in May 2002 on the controversial proposal to construct an I-10 highway connector between Florida and Alabama. The *Eagle* published a 20-page special edition in print and on-line that included stories from its own reporters as well as reporters from WMBB, the *Floridan*, and the *Ledger*. WMBB featured an on-air story by an *Eagle* reporter.

The newsrooms of WMBB and the *Floridan* daily discuss breaking news to improve the depth and timeliness of the stories they provide to the local community. For example, on November 6th, WMBB first learned about a breaking news story involving a local bank robbery from the *Floridan* staff who called to alert the television station. Similarly, WMBB and the *Floridan* worked together on an enterprise story looking into accusations against a Jackson County Sheriff's deputy for sexual misconduct with a young girl. Despite local "official" efforts to prevent publication, the television station and newspaper reporters, working together and using their combined clout and resources, were able to report the story to local residents.

Other examples of convergence between these partners can be found in their coverage of local weather. The *Floridan's* daily weather package is produced by Media General's Interactive Media Division based on information from WMBB's meteorologists. And the *Floridan* and WMBB jointly produced a hurricane tracking

map that includes basic information about hurricanes, a list of phone numbers to call for help, and information about how to develop a severe weather survival plan.

In **Florence, South Carolina**, Media General's WBTW(TV) (CBS) and Media General's (*Florence*) *Morning News* shared coverage of a number of major news stories during 2002 - including new airline service at the local airport, expansion of a local plant, and the shooting of a sheriff's deputy - that neither believe would have been covered without their commitment to convergence. The television station and newspaper jointly produced a seven-part series about the seven worst intersections in Florence. In April, 2002, WBTW and the *Morning News* jointly worked with the Young Republicans of Francis Marion University to sponsor a gubernatorial debate among the candidates in the South Carolina Republican primary. This debate was not only the first televised debate during the campaign, it was also the first one in which **all** seven candidates participated. In October, the partners **also** sponsored a debate between incumbent Democratic Governor Jim Hodges and his GOP challenger, Mark Sanford. In both debates, the partners encouraged their readers and viewers to submit debate questions beforehand. In November, WBTW and the *Morning News* established, for the first time, an "election results" desk to which their reporters telephoned results. This enabled WBTW and the *Morning News* to expand and improve the timeliness of their election coverage. In fact, both WBTW and the *Morning News* posted their shared information on their individual web-sites to further disseminate election news to the public.

In addition, the *Morning News* launched a cooperative effort with WBTW to feature a "townhall" community meeting called "Our Town Hartsville." The partners coordinated their own six-part series covering the meeting. The *Morning News* also distributed a hurricane tracking chart that the partners produced. The charts have helped many local citizens keep track of potentially devastating storms in the area during hurricane season. WMBB promoted the availability in the *Morning News* of the hurricane tracking chart on its newscast the night before publication. The newspaper and television stations continue to work on their plans for assigning a full-time shared reporter to the state capital of Columbia.

In summary, it is clear that convergence is increasing in a number of Media General markets, including many smaller markets. The local communities benefit the most from these efforts, for the partners are focused less on competing to "scoop" each other and more on working together to ensure that the local community receives important local news stories in the most expeditious and in-depth manner possible.

### **Developments during the year - Other Experiences**

Of course, Media General is far from the only media company converging newspaper, broadcast, and internet news outlets. A small sampling of other companies' efforts during the past year include the following:

In Salt Lake City, where the *Deseret News*, KSL-TV and KSL(AM) have developed a partnership that is now showing real potential. Over the past year, for example, the partners completed major projects on the local drought and on the first anniversary of Sept. 11. In addition, television reporters have written articles for the

newspaper, while *Deseret News* reporters provide regular “debriefs” on KSL(AM). The partners also had much success with a joint Salt Lake Olympics web-site.

In another development, the publisher of the Tribune Co.’s *Sun-Sentinel* in Fort Lauderdale is now **also** supervising the Tribune Co.’s WBZL-TV in Miami, following the FCC’s decision to relax limitations on joint operations at these media outlets. Bob Gremillion, the multitalented boss, explains, “We’re an information company now more than a newspaper company.... We want to reach people who aren’t reading the newspaper and maybe attract them back to the newspaper or other projects we create.”<sup>5</sup>

*Sun-Sentinel* reporters contribute reports for the co-owned television station, and the newspaper employs its own television producer. The *Sun-Sentinel* also has a deputy managing editor for multimedia, who plays a lead role in determining which newspaper stories are best suited for TV.

My research has uncovered more than 20 examples of convergence efforts between commonly owned newspapers and broadcast stations. And as I detailed last year, some of these examples, including those in markets such as Tampa and Dallas, have demonstrated very close relationships between the daily newspaper and local television. Further examples would surely abound **if** the FCC eliminated its ban on cross-ownership of newspapers and broadcast stations.

### **Journalism education and convergence**

In expectation of the inevitability of a world of converged media, many journalism educators have been changing how they prepare graduates for the profession. Spurred by the rapid spread of the Internet, technological change and emerging industry trends, journalism educators across the country have been anticipating convergence for some time. In many ways, they were influenced by the writings of Nicholas Negroponte and Michael Dertouzos, both with the Media Lab at the Massachusetts Institute of Technology, and Knight Ridder’s Roger Fiedler. Each of these individuals, in his own way, foresaw communication media evolving toward a model that essentially was “converged.” For example, in his influential 1995 book *Being Digital*, Negroponte argued that newspaper, television, and online content are being turned into computer bits and that “the consumer stands to benefit from having the bits co-mingle and the reporting be at various levels of depth and display quality.”<sup>6</sup>

Journalism programs began looking at courses and curricula, realizing that eventually their graduates would need the skills to work in various media, *i.e.* across platforms. Academic research also indicates that journalism graduates are changing from one mass communications sub-field to another sub-field with much greater frequency than ever before.

By the late 1990s, several schools had made the leap from the traditional cumculum that focused on narrow specialties (such as newspapers, broadcast or advertising) to an approach that trains students to work in multiple media. The

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<sup>5</sup> Jodi Mailander Farrell, “South Florida Strategy: Mine Multimedia,” *PRESSTIME*, Page 12, Dec. 2002.

<sup>6</sup> Nicholas Negroponte, *Being Digital*, Alfred A. Knopf, New York, 1995, page 57.

leaders in this movement included Kent State University, Brigham Young University and the University of Kansas. Recently, other schools including the University of Southern California, the University of South Carolina, Ball State University, and Arizona State University, have implemented cross-platform experience as the core of their curricula.

At the same time, journalism/communications schools have been looking for ways to give students laboratory experiences that mirror the real multi-platform world in which journalists today increasingly work. As a result, schools including Brigham Young and my own University of Kansas have created new laboratories that consist of a converged newsroom in which newspaper, television, and online students work together.

### **Educational convergence programs attract additional support**

A number of journalism programs have received major financial support as they embrace convergence. For example, the Lilly Endowment made a \$20 million **gift** to Ball State University, with \$4 million allocated to a digital journalism convergence initiative. With that gift, Ball State is creating a Digital News Project, which it describes as a prototype classroom of the future where students and faculty can experiment with the latest technologies for news and information gathering, editing and production. The managing editor of the Project explains, "We're building a whole new student at Ball State."<sup>7</sup>

In February 2002, the Belo Foundation gave Southern Methodist University \$5 million to create, among other things, a converged newsroom and converged curriculum. The University of Iowa is building a \$15 million, 65,000-square-foot journalism building to further the study of convergence. And in Los Angeles, USC is using part of a recent \$100 million gift from the Annenberg Foundation to implement a converged curriculum.

Perhaps most interesting of all is the new \$4 million Newsplex at the College of Journalism and Mass Communication at the University of South Carolina. The facility, funded by a consortium of media companies, is a partnership between the university and IFRA, the world's leading association for media publishing, which is located in Darmstadt, Germany. In addition to educating journalism students, the Newsplex will offer continuing education programs for professional journalists.

Another interesting development finds the School of Mass Communications at Virginia Commonwealth University in the early stages of developing a converged curriculum and converged student media opportunities. VCU's efforts **are part** of an extensive relationship with Media General, Inc., which, like VCU, is based in Richmond.

Much of the discussion in academic circles recently has focused on preparing students for work in news fields. But faculty who teach in the persuasive areas (such as advertising, public relations and marketing) recognized the need for

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7 Ball State University press release, "Former CNBC Producer Terry Heifetz to Head Converged Newsroom at Ball State, Advanced Training Ground for New Journalists," Dec. 2, 2002 (available at [www.bsu.edu/news/article-/0,1299,8014~~,00.html](http://www.bsu.edu/news/article-/0,1299,8014~~,00.html)).

convergence much earlier. The foresight of these academics led to the establishment of well-known graduate programs in Integrated Marketing Communications (IMC) at Northwestern University, the University of Colorado, and the University of Kansas. Nevertheless, whether it is news or persuasive, journalism programs that have adopted “convergence” curricula believe they are preparing their graduates to succeed in a rapidly changing media world and in jobs that, in many cases, have not yet been created.

Al Tompkins, group leader of broadcast and online at the Poynter Institute, believes that these new kinds of journalism programs are valuable. He explains that these programs provide graduates with “the edge that the young journalists have over the grizzled veteran. If they don’t come out of school with that experience, then they have no edge.”<sup>8</sup>

## Conclusion

I explained previously that, when pursued seriously, media convergence facilitates an improvement in the quality of journalism. At this time, when financial pressures on local television stations encourage them to cut back or eliminate costly local newscasts, and when daily newspapers steadily lose readers, the public interest would benefit from further efforts to achieve full media convergence in markets large and small. As demonstrated time and again, these innovative efforts facilitate improved coverage of local news, information, weather, and sports, thereby allowing local media outlets and their communities to reap tangible benefits.

Events over the last year have only reinforced these conclusions. Newspapers and television stations have continued to struggle to adapt their businesses to the increasingly competitive and diverse media marketplace. Nevertheless, these efforts in most areas are curtailed by the FCC’s nearly three decades’ old ban on combinations of local newspapers and local broadcast stations. Eliminating this anachronistic restriction will remove an important obstacle to resource sharing – and the benefits that flow therefrom. Consequently, I continue to believe that all available academic research and real world professional experience suggest that the public interest would be served best by the FCC’s immediate repeal of the newspaper/broadcast cross-ownership restriction in markets large and small.

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<sup>8</sup> *Id.*

**ATTACHMENT A**  
**List of Known Media Convergence Efforts as of Decemeber 2002**

<b>ommonly Owned?</b>	<b>Nielsen DMA Rank</b>	<b>Location</b>	<b>Partners</b>	<b>Type Activity</b>	<b>Examples of Activities</b>
YES	1	Long Island (New York mkt)	Newsday, WPIX (WB)	News, Sales	/Nextday's newspaper headlines on TV newscasts and TV weather map in newspaper. Some cross-media ad sales. Camera in newspaper newsroom. WPIX maintains a Long Island Bureau in Newsday office.
YES	2	W-	Times, KTLA (WB)	News, Sales	Next day's newspaper headlines on TV newscasts. Newspaper's entertainment and business content on air. Camera and KTLA reporter in Times newsroom. Cross-media ad sales on a project basis. Internet integrated with newsroom.
YES	3	+	Tribune, WGN-TV (WB), WGN radio, Web. Also created cable partner CLTV.	News, Sales	Sharing of content and video. Tribune has TV news stage in center of newspaper newsroom w/ multiple cameras. Cross-media ad sales for print, cable, TV, Internet. Possibly the most extensive initiative. Some joint promotions.
YES	I	Dallas	Morning News, WFAA-TV (ABC), Dallasnews.com, wfaa.com Also created cable partner TXCN-TV.	News	Paper and TV newsrooms are in constant contact, regularly exchange information, and share reporting. Partners regularly engage in joint production of stories, including recent examples on immigration and political issues. Belo TV stations in Austin, Houston, and San Antonio contribute news stories for Dallas outlets.
YES	14	Tampa	Tribune, WFLA-TV (NBC), Tampa Bay Online (TBO.com)	News, Sales	Very converged. Helped greatly by new, common facility and extremely committed leadership (locally and corporate). Strong cross-selling success.
YES	14	Sarasota (Tampa/St. Petersburg market)	Herald-Tribune, Six News Now	News, Sales	Could well be the "most converged," thanks to committed leadership, one manager over all media, common newsroom, newspaper's ownership of cable news operation.
YES	16	Phoenix	Arizona Republic, KPNX-TV (NBC), Azcentral.com	News	Very converged. Republic reporters regularly on KPNX. Regular sharing. Strong Republic leadership.
YES	21	Uniontown, PA (Pittsburgh market)	Herald Standard, Herald Standard TV (leased access)	News	Newspaper produces and cablecasts local town meetings, speeches, public hearings, and the like.
YES	28	Hartford	Courant, WTXN-TV (WB), and WTIC-TV (Fox)	News, Sales, Promotion	Some news and features shared. Regular cut-ins for cable news. Camera in newspaper newsroom with late news headlines. One of more successful cross-media ad sales and promotion efforts.
YES	31	Lawrence (Kansas City market)	Journal-World, Cable Channel 6, World Online	News, Sales	Beautiful new common newsroom. Small cable news channel. Fully integrated with Web. Multimedia desk. Ad sales success. Dynamic new online leadership.

**ATTACHMENT A**  
**List of Known Media Convergence Efforts as of Decemeber 2002**

Commonly Owned?	Nielsen DMA Rank	Location	Partners	Type Activity	Examples of Activities
YES	33	Milwaukee	Journal, WTMJ-TV	News, Promotion	Next day's newspaper headlines <b>on</b> TV newscasts. Sharing of content for web. Cross-promotion <b>on</b> larger projects.
YES	35	Salt Lake City	Deseret News, KSL-TV (NBC), KSL (AM), web	<b>News, Sales</b>	Deseret News reporters <b>on</b> KSL (AM). KSL-TV and newspaper reporters occasionally work together on stories.
YES	60	Dayton	<b>Daily</b> News, WHIO-TV (CBS), web	<b>News, Sales, Promotion</b>	Occasionally work together <b>on</b> news stories. Cross promote. <b>Planning</b> to install camera in Daily News newsroom.
YES	67	Roanoke-Lynchburg	Lynchburg (Va) News & (Advance, Danville Register & Bee, WSLS (NBC)	News, Sales	Regularly work together on <b>breaking</b> news and projects. Implementing converged reporter training plan. WSLS produces daily news update for third party's local radio station.
YES	87	South Bend, Ind	<b>Tribune, WSBT</b> (CBS)	News	Very early stages.
YES	89	Cedar Rapids, Iowa	<b>Gazette</b> , Iowa City Gazette, KCRG-TV (ABC)	News	Newspaper, TV collaboration on major news stories. Some <b>cross</b> selling. Jointly sponsor community events.
YES	93	Tri-Cities (Tenn-Va)	Bristol (Va) Herald Courier, WJHL-TV (CBS)	News, Sales, Promotion	Strong cross promotion sponsoring community events. Some <b>cross-selling</b> .
YES	109	Florence-Myrtle Beach, SC	Florence Morning News, WBTW-TV (CBS)	News, Sales, Promotion	Some joint special projects. Jointly sponsored a gubernatorial debate. Joint polling, coverage. Joint sales, marketing, promotion.
YES	119	Fargo, ND	Forum, WDAY-TV (ABC), WDAY radio, In-Forum.com	<b>News, Sales</b>	Lots of newspaper-radio cooperation and some cross-selling efforts.
YES	126	Columbus, GA	Opelika-Auburn News, WRBL-TV (CBS)	<b>News, Sales</b>	<b>Working</b> together on political coverage. Next day's newspaper headlines <b>on</b> TV newscasts. Some advertising initiatives.
YES	138	Topeka, KS	Capital-Journal, CJOnline, WIBW radio (Also has non-owned TV partner.)	<b>News</b>	Committed, aggressive C-J leadership results in frequent <b>cross</b> -platform activities. CJOnline is one of <b>U.S.'s</b> top <b>websites</b> according to the Newspaper Association of America and Editor & Publisher magazine.
YES	159	/Panama City, Fla	Jackson County Floridan and Dothan Eagle, WMBB-TV (ABC)	News, Sales	TV bureau reporter in Floridan newsroom writes for paper. Content sharing <b>on</b> special reports. Creative advertising sales efforts targeting beach-goers.



**ATTACHMENT B**  
**SELECTED PRESS ACCOUNTS OF CUTBACKS IN LOCAL TELEVISION NEWSCASTS**  
**NOVEMBER 1998 THROUGH OCTOBER 2002**

<b>Market</b>	<b>Station</b>	<b>Decision</b>	<b>Source</b>
Anchorage, AK	KTVA (CBS)	Announced in 2000 that it would eliminate morning and noon newscasts.	24
Boston, MA	WSBK (UPN)	Cancelled 11 a.m. newscast in 1998.	2
Boston, MA	WMUR-TV (ABC)	Cancelled 9 a.m. and 4 p.m. newscasts in May 2001.	20
Charlotte, NC	WBTV (CBS)	Cancelled 6:30 p.m. newscast in September 2001.	23
Chattanooga, TN	WDSI (Fox)	Cancelled morning and noon newscasts, added 4 p.m. newscast, in January 2001.	16
Chattanooga, TN	WTVC-TV (ABC)	Cancelled weekend morning newscasts in February 2001.	17
Chicago, IL	WBBM-TV (CBS)	Cancelled 6 p.m. newscast in early 1999. Replaced with a one-hour 4 p.m. newscast, which thereafter was cancelled in July 2000. Cancelled Saturday morning newscasts in December 1998.	3, 9
Cleveland, OH	WUAB (IND)	Cancelled 11:30 a.m. newscast in January 1999.	4
Cleveland, OH	WEWS (ABC)	Cancelled 5 a.m. newscast in June 1999.	6
Duluth, MN	KDLH (CBS)	Cancelled noon newscast in November 1998.	1
Evansville, IN	WEVV (CBS)	Cancelled local newscasts in late 2001.	31
Green Bay, WI	WLUK-TV (Fox)	Cancelled 10p.m. newscast in March 2001.	18
Greensboro, NC	WXLV-TV	Cancelled morning and weekend newscasts in late 2000.	14
Greensboro/ Winston/Salem, NC	WXLV-TV (ABC)	Cancelled local newscasts in January 2002.	29
Hattiesburg, MS	WHLT-TV (CBS)	Cancelled all newscasts and eliminated news department in May 2001.	19
Jacksonville, FL	WJXX (ABS)	Cancelled all but one daily newscast in January 2000.	12

Market	Station	Decision	Source
Kingsport, TN	WKPT (ABC)	Announced that it would cancel weekday newscasts and brief updates in February 2002	30
Little Rock. <b>AR</b>	KKYK-TV <sup>28</sup>	Cancelled 9 p.m. newscast in September 1999.	8
Los Angeles, CA	KCBS (CBS)	Cancelled 4 p.m. newscast in 2001.	22
Los Angeles, CA	KCOP (WB)	Announced in July 1999 that it would cancel 7:30 p.m. newscast.	7
Marquette, MI	WBUP WBKP (ABC)	Cancelled local newscast in March 2002	33
Miami, FL	WAMI-TV (IND)	Cancelled only newscast and eliminated news department in December 2000.	15
Miami, FL	WTVJ (NBC)	Cancelled midmorning newscast, added 4:00 p.m. newscast, in February 2002	28
Minneapolis, MN	KSTC-TV (IND)	Cancelled both weekday morning and 6:30 p.m. newscasts in October 2001.	25
Minneapolis, MN	KSTP (ABC)	Cancelled all weekend newscasts in October 2001.	25
New York, <b>NY</b>	WCBS-TV	Cancelled 4:00 p.m. newscast in January 2002	27
Odessa/ Midland, TX	KOSA-TV (CBS)	Cancelled morning newscasts in November 1998.	1
Orlando, FL	WESH (NBC)	Eliminated 4:30 p.m. newscast in April 2000.	10
Sacramento, CA	KMAX-TV (UPN)	Cancelled evening newscast in 1998.	2
San Antonio, TX	KVDA-TV (Telemundo)	Cancelled morning and 5 p.m. newscasts in July 2001.	21
Seattle, WA	KSTW(TV) (UPN)	Cancelled all newscasts and eliminated news department in December 1998.	2
St. Louis, MO	KDNL-TV (ABC)	Cancelled all newscasts and eliminated news department in September 2001.	26
Tallahassee, FL	WTWC (NBC)	Cancelled all newscasts and eliminated news department in November 2000.	26
Tampa, FL	WTOG (UPN)	Cancelled 10 p.m. newscast and eliminated news department in 1998.	5
Toueka, KS	WIBW-TV (CBS)	Cancelled noon newscast in November 1998.	1
Twin Falls, ID	KMVT	Announced in February 2002 that it would	32

<sup>28</sup> Call sign changed to KYPX(TV) on January 30, 2001

<b>Market</b>	<b>Station</b>	<b>Decision</b>	<b>Source</b>
	(CBS)	cancel 5:00 p.m. newscast	
Washington, DC	WUSA (CBS)	Cancelled 90 minutes of evening newscasts, added 9 a.m. newscast, in September 2000.	13
Washington, DC	WRC-TV (NBC)	Cancelled 9 a.m. newscast in 2000.	13
Wichita Falls, TX	KAUZ-TV (CBS)	Cancelled all newscasts and eliminated news department in November 1998.	1
<b>Youngstown, OH</b>	WYTV (ABC)	Cancelled morning newscast in November 1998.	1

## KEY TO SOURCES

Source	News Article
1	"Benedek Slashes Costs, Staffs," <i>Electronic Media</i> , Nov. 16, 1998 at 1.
2	Dan Trigoboff, "News Not Paramount," <i>Broadcasting &amp; Cable</i> , Dec. 7, 1998 at 30.
3	Dan Trigoboff, "A Day of Rest. WGN Cancels Saturday Morning Newscast," <i>Broadcasting &amp; Cable</i> , Dec. 21, 1998 at 28.
4	Roger Brown, "Poor Ratings Sink Channel 43 Midday Newscast," <i>The Plain Dealer</i> , Dec. 22, 1998 at 4E.
5	Eric Deggans, "WTTA Might Add Late-Night News," <i>St. Petersburg Times</i> , Mar. 18, 1999 at 2B.
6	Tom Feran, "Wenz Hires Sommers To Do Midday Show," <i>The Plain Dealer</i> , June 9, 1999 at 2E.
7	Cynthia Littleton, "KCOP Dropping Newscast," <i>Daily Variety</i> , July 12, 1999 at 5.
8	"Chatter," <i>The Stuart News/Port St. Lucie News</i> , Sept. 26, 1999 at P6.
9	Phil Rosenthal. "More Bad News for Ch. 2," <i>Chicago Sun-Times</i> , Aug. 16, 2000, at 57.
10	"Chatter," <i>The Stuart News/Port St. Lucie News</i> , Apr. 16, 2000 at P6.
11	"Inside Alaska Business," <i>Anchorage Daily News</i> , Apr. 20, 2000 at 1E.
12	Eileen Davis Hudson, "Market Profile," <i>Mediaweek</i> , May 15, 2000.
13	"Local Media," <i>Mediaweek</i> , Oct. 2, 2000.
14	Jeremy Murphy, "Local Media—Los Angeles Radio Stations: ESPN Radio Picks Up Biggest Affiliate," <i>Mediaweek</i> , Nov. 27, 2000.
15	Dan Trigoboff, "Station Break," <i>Broadcasting &amp; Cable</i> , Dec. 11, 2000 at 33.
16	Barry Courter, "Fox 61 Moves To Be First With News," <i>Chattanooga Times/Chattanooga Free Press</i> , Jan. 21, 2001 at B1.
17	Barry Courter, "Public Gives Locher A Boost," <i>Chattanooga Times/Chattanooga Free Press</i> , Feb. 9, 2001 at H5.
18	Tim Cuprisin, "Green Bay Fox Station Cancels 10 p.m. News," <i>Milwaukee Journal Sentinel</i> , Mar. 8, 2001 at 8B.
19	Kathryn S. Wenner, "News Blackout," <i>American Journalism Review</i> , May 2001, at 12.
20	Denis Paiste, "'Chronicle' Coming to WMUR," <i>The Union Leader (Manchester NH)</i> , May 30, 2001 at A2.
21	"News roundup," <i>San Antonio Express-News</i> , July 4, 2001 at 2B.
22	Dan Trigoboff, "Station Break," <i>Broadcasting &amp; Cable</i> , Aug. 6, 2001 at 26.
23	Mark Washburn, "WBTV Replaces News Director to Boost Ratings," <i>The Charlotte Observer</i> , Aug. 14, 2001 at 1D.
24	Brian Lowry, "KNBC's News Director to Exit," <i>Los Angeles Times</i> , Aug. 28, 2001 at 3.
25	Jeremy Murphy, "Local Media TV Stations," <i>Mediaweek</i> , Nov. 5, 2001.
26	Dan Trigoboff, "KDNL's St. Louis Blues; KDNL Television in St. Louis, Missouri, Axes News Department," <i>Broadcasting &amp; Cable</i> , Oct. 8, 2001 at 22.
27	Chris Pursell, "Stations Scrambling to Slot New Strips," <i>Electronic Media</i> , Dec. 31, 2001 at 3.

## KEY TO SOURCES

N/28	Tom Jicha, "WTVJ Shifts Newscasts to Late Afternoon," <i>Sun-Sentinel (Fort Lauderdale, FL)</i> , Feb. 6, 2002 at 3E..
29	Dan Trigoboff, "Station Break," <i>Broadcasting &amp; Cable</i> , Jan 7, 2002 at 40.
30	Dan Trigoboff, "Station Break," <i>Broadcasting &amp; Cable</i> , Jan. 21, 2002 at 36.
31	Michael Schneider, "Local Newscasts Fall Victim to Cost Cuts," <i>Variety</i> , Jan. 28-Feb. 8, 2002 at 21.
32	Lorraine Cavener, "Twin Falls, <b>Idaho</b> , TV Station Drops Early-Evening Newscast," <i>Times-News</i> , Feb. 2, 2002.
33	Associated Press, "Upper Peninsula Television Station Cancels Local News," <i>Associated Press</i> , March 29, 2002.

## Appendix 4

**Appendix 4****TAMPA, FL (DMA 13)****WFLA-TV J Awards 2000-2002**

<b>Date</b>	<b>Organization</b>	<b>Award</b>	<b>Category</b>	<b>Entrant</b>
2000	Associated Press	Best Overall News Operation	n/a	WFLA-TV News
2000	Society of Professional Journalists – Mid-Florida	Second Place	Business Reporting	Internet Auction Fraud - Victoria Lim, Eric Hulsizer
2000	Society of Professional Journalists – Mid-Florida	First Place	News Photography	Vets Honoring Vets - Jennifer Leigh, Rich Murphy
2000	Society of Professional Journalists – Mid-Florida	Outstanding Achievement	Spot News - Individual	Truck in Water - Jackie Barron/Jim Hockett
2000	Society of Professional Journalists – Mid-Florida	Award of Excellence	Sports Special	Hoop Madness - Dave Cook, WFLA Sports Dept.
2000	Society of Professional Journalists – Mid-Florida	Outstanding Achievement	Sports Special	The Sky's the Limit - Dave Cook, WFLA Sports Dept.
2000	Society of Professional Journalists – Mid-Florida	Outstanding Achievement	Investigative Reporting	Supervising the Supervisors - Steve Andrews, Gordon Dempsey, Kathryn Bonfield
2000	Society of Professional Journalists – Mid-Florida	Honorable Mention	Investigative Reporting	Prisoners in Their Own Homes - Mark Douglas, Eric Hulsizer, Steve DeGreg, Rocky Glisson
2000	Society of Professional Journalists – Mid-Florida	Award of Excellence	Feature Photography	Oh Henry - Bob Hansen
2000	Society of Professional Journalists – Mid-Florida	Honorable Mention	Feature Photography	March Toward Madness - Bob Hansen, John McQuiston
2000	Society of Professional Journalists – Mid-Florida	Outstanding Achievement	Best Newscast	11pm Newscast - Chris Gegg, Elisa Berkowitz
2000	Society of Professional Journalists – Green Eyeshade 2000 organizational winners	Second Place	Business Reporting	Internet Auction Fraud - Victoria Lim, Eric Hulsizer
2000	Society of Professional Journalists – Green Eyeshade 2000 organizational winners	First Place	News Photography	Vets Honoring Vets - Jennifer Leigh, Rich Murphy
2000	Society of Professional Journalists – Mid-Florida	Outstanding Achievement	General Reporting	Cave Man – Mark Douglas, Eric Hulsizer
2000	Associated Press	Second Place	Individual Achievement	Victoria Lim
2000	Associated Press	First Place	Long Light Feature	Florida Legend - Lance Williams, Joe Bamford

		Award	Category	Entrant
2000	Associated Press	First Place	Investigative Reporting	Prisoners – Mark Douglas, Eric Hulsizer, Steve DeGreg, Rocky Glisson
2000	Associated Press	First Place	News Video	Vets Honoring Vets - Jennifer Leigh, Rich Murphy
2000	Associated Press	Second Place	Best Sports	Wade Boggs - WFLA Sports Dept.
2000	Associated Press	Second Place	Best Newscast	WFLA-TV News
2001	Norman Lear Center	Walter Cronkite Award for Excellence in Broadcast TV Political Journalism	n/a	WFLA-TV Decision 2000 coverage
2001	Mid-Florida SPJ	Outstanding Achievement	Spot News	WFLA-TV News
2001	Associated Press	First Place	Chris MacGill Best Overall News Operation	WFLA-TV News
		First Place (tie)	Short Light Feature	Seniors Keep Score - WFLA-TV News
	Associated Press	Second Place (tie)	Short Light Feature	The Guys Downtown – WFLA-TV News
2001	Associated Press	Second Place	News Video	WFLA-TV News
2001	Associated Press	First Place	Public Affairs	Decision 2000 – WFLA-TV News
2001	Associated Press	Second Place	Investigative Reporting	Coe, Cash and Controversy - WFLA-TV News
2001	Associated Press	Second Place	Individual Achievement	Steve Andrews, WFLA-TV
2001	RTNDA Regional Murrow Award	n/a	Newscast	Officer Killed – WFLA-TV News Staff
2001	RTNDA Regional Murrow Award	n/a	Suot News Coverage	Polk Fire – WFLA-TV News Staff
		n/a	Continuing Coverage	Attack on America – WFLA-TV News Staff
2002	Florida Bar	47th Annual Media Awards competition – Grand Prize	Television Category	WFLA-TV News
2002	Associated Press	Best Overall News Operation	n/a	WFLA-TV News
2002	Associated Press	First Place	Continuing Coverage	Troubled Bridges - Mark Douglas, Eric Hulsizer
2002	Associated Press	First Place	Spot News	Attack on America - WFLA-TV Staff
2002	Associated Press	First Place	Sports Video	Bob Hansen
2002	Associated Press	Second Place	News Video	Street Racing - Joe Bamford
2002	Society of Professional Journalists – Green	First Place	Photography	Street Racing - Joe Bamford



<b>Date</b>	<b>Organization</b>	<b>Award</b>	<b>Category</b>	<b>Entrant</b>
	Eyeshade			
2002	Society of Professional Journalists – Green Eyeshade 2002 organizational winners	Second Place	Investigative	Taken for a Ride – Mark Douglas, Eric Hulsizer, Deb Halpern
2002	Society of Professional Journalists – Green Eyeshade 2002 organizational winners	Second Place	Non-Deadline Reporting	What's Best for Our Children? - Mark Douglas, Eric Hulsizer
2002	Society of Professional Journalists – Green Eyeshade 2002 organizational winners	Second Place	Business Reporting	AOL/Pop Top – Victoria Lim, Kate Caldwell
2002	Society of Professional Journalists – Mid-Florida	First Place	General Reporting - Series	Miracles: Do <b>You</b> Believe -Jennifer Leigh, Michael Egger
2002	Society of Professional Journalists – Mid-Florida	Honorable Mention:	General Reporting	What Is It? - Marcia Crawley, Wally Patanow
2002	Society of Professional Journalists – Mid-Florida	First Place	Spot News - Individual	Carlton Fire – Jackie Barron, Jim Hockett
2002	Society of Professional Journalists – Mid-Florida	Second Place	Spot News - Team	Polk Fire – WFLA Staff
2002	Society of Professional Journalists – Mid-Florida	Honorable Mention	Spot News - Team	Officer Killed WFLA <b>Staff</b>
2002	Society of Professional Journalists – Mid-Florida	Second Place	Feature Reporting - Serious	New Life – Samara Sodos, Rich Murphy
2002	Society of Professional Journalists – Mid-Florida	First Place	Feature Reporting- Light	Light: Showing Our Colors • Samara Sodos. Carlos Albores
2002	Society of Professional Journalists – Mid-Florida	Second Place	Feature Reporting- Light	Light: The Key to the Pharmacy - Marcia Crawley, Carlos Albores
2002	Society of Professional Journalists – Mid-Florida	First Place	sports Reporting -	Ray Lewis - J.P. Petersen, Bob Hansen
2002	Society of Professional Journalists – Mid-Florida	Second Place	sports Reporting -	Horse Sale • Chris Thomas, Bob Hansen
2002	Society of Professional Journalists – Mid-Florida	Second Place	Sports Special	Tampa's Hottest Ticket – Amy Sharrit, Kathryn Bonfield, Dave Cook, Susan DeFrates, Morris Pyle
2002	Society of Professional Journalists – Mid-Florida	Second Place	Photography - Deadline:	Wall of Smoke - Eric Hausmann
2002	Society of Professional Journalists – Mid-Florida	First Place	Photography - Feature	I Can't Run But I Can Roll - Carlos Albores
2002	Society of Professional Journalists – Mid-Florida	Second Place	Photography - Feature	Sun 'N Fun • Alex Gazio

<b>Date</b>	<b>Organization</b>	<b>Award</b>	<b>Category</b>	<b>Entrant</b>
<b>2002</b>	Society of Professional Journalists – Mid-Florida	Honorable Mention	Talk Show sports	<b>Sports</b> Extra: Dave Cook - <b>JP</b> Petersen, Chris <b>Thomas</b> , Bob Hansen
<b>2002</b>	Society of Professional Journalists – Mid-Florida	Second Place	Business Reporting	Promissory Notes - Victoria Lim, Kate Caldwell
<b>2002</b>	Society of Professional Journalists – Mid-Florida	Second Place	Editing - Deadline	Airport Tow Trucks - Erin Jordan
<b>2002</b>	Society of Professional Journalists – Mid-Florida	First Place	Editing - General	Stuck in a Moment - Erin Jordan

**WWW.TBO.COM -TAMPA BAY ONLINE  
JOURNALISM AWARDS**

<b>DATE</b>	<b>DESCRIPTION OF AWARD</b>
1001	Radio & Television News Directors Association Edward R. Murrow award Best broadcast web site in the United States
2001	Florida Society of Newspaper Editors Best newspaper website in Florida
2001	Society of Professional Journalists – Mid-Florida chapter Award of Excellence for best media web site
2001	Society of Professional Journalists – Green Eyeshade Excellence in Journalism, Second Place Non-deadline reporting online category
2002	Society of Professional Journalists Sigma Delta Chi Award – First Place Online Deadline Reporting for coverage of the shooting death of a Tampa police officer.
2002	National Journalism Awards sponsored by The Scripps Howard Foundation Finalist in Web Reporting Recognition awarded for Crime Tracker.
2002	Society of Professional Journalists– Green Eyeshade First Place Best of Online 2001 for Multimedia project AIDS/HIV 1981-2001, a look at the 20 years of the AIDS/HIV epidemic.
2002	Society of Professional Journalists – Green Eyeshade First Place Deadline category Coverage of the shooting death of a Tampa police officer.
2002	Society of Professional Journalists – Green Eyeshade First Place Non-Deadline category Multimedia project AIDS/HIV 1981-2001, a look at the 20 years of the AIDS/HIV epidemic
2002	Society of Professional Journalists – Green Eyeshade Second Place Non-Deadline category Recognition awarded for Crime Tracker.
2002	Society of Professional Journalists – Green Eyeshade Third Place Non-Deadline category The First 100 Days After Sept. 11, a multimedia report.
2002	Mid-Florida Chapter of the Society of Professional Journalists First Place Public Service Award Recognition awarded for Crime Tracker.
2002	Mid-Florida Chapter of the Society of Professional Journalists First Place Best Deadline Reporting Coverage of the shooting death of a Tampa police officer.

<b>DATE</b>	<b>DESCRIPTION OF AWARD</b>
2002	Mid-Florida Chapter of the Society of Professional Journalists First Place Best Web Site
2002	Florida Society of Newspaper Editors Best newspaper website in Florida Newspaper online site for a publication of more than 125,000 daily
2002	Florida Press Club Charles M. Keefer Award – First Place Excellence in online publication
2002	South Florida Chapter of the Society of Professional Journalists - Sunshine State Awards Second Place Best News website

**TAMPA TRIBUNE NEWSPAPER**  
**JOURNALISM AWARDS**

**2001 Awards**

Society of Professional Journalists – Mid-Florida - Second Place in General Reporting for Series Skyway Bridge by Mark Douglas.

Society of Professional Journalists – Mid-Florida - Second Place in Consumer Reporting, **for** Insurance by Victoria Lim.

Associated Press Sports Editors - Honorable Mention **for** Sunday Sections.

Florida Sports Writers Association - the Shelby Strother Award to Martin Fennelly for State's Top Sports Writer.

Florida Sports Writers Association - First Place to Martin Fennelly for Best Column Writing.

Florida Sports Writers Association - First Place to Martin Fennelly **for** Best Features.

Sunshine State Award to Barrs and Hollingsworth for Non-deadline Reporting

Sunshine State Award to Copy Desk for Business Section Design.

Atlanta Photojournalism Seminar – First Place **for** Issue Illustration to Carol Cleere for “Warehousing the Elderly.”

Atlanta Photojournalism Seminar – Second Place for Issue Illustration to Carol Cleere for “The Blues.”

Atlanta Photojournalism Seminar – Third Place **for** Issue Illustration to Carol Cleere **for** “Freky Florida.”

Florida Press Club – First Place **for** Excellence in Environment Writing to Jan Hollingsworth.

Florida Press Club – First Place for Excellence in Commentary Writing to Tom Jackson

Florida Press Club – Third Place for Excellence in Opinion Writing to **Joe** Guidry.

Florida Press Club – Second Place **for** Excellence in Sports Writing to Joe Henderson.

Florida Press Club – First Place **for** Excellence in Sports Column Writing to Martin Fennelly.

Florida Press Club – Third Place **for** Excellence in Feature Photography to Carol Cleere.

Florida Press Club – Second Place in Excellence in Portrait/Personality Photography to Christine DeLessio.

Florida Press Club – Second Place for Excellence in Photo Illustration to Carol Cleere.

Florida Press Club – First Place for Excellence in Front Page Design to Shane Blatt.

Florida Press Club – First Place for Excellence in Local Page Design to Chris Smith.

Florida Press Club – Second Place for Excellence in Local Page Design to Len Howell.

Tampa Tribune also was the recipient of six Florida Society of Newspaper Editors awards and numerous other Society of Professional Journalists Mid-Florida Chapter Awards of Excellence.

### **2002 Awards**

American Society on Aging’s National Media Award to Lindsay Peterson for her reporting on the elderly.

Florida Silver-Haired Legislatures Silver Angel Award to Lindsay Peterson for her reporting on the elderly.

Society of Professional Journalists Green Eyeshade – Second Place in Feature category to Lindsay Peterson for “A mother’s love, a daughter’s courage.”

Florida Society of Newspaper Editors – Honorable Mention in Daily Deadline to staff for “Police Officer Shot.”

Florida Society of Newspaper Editors – Third Place in Editorials to Joe Guidry for “Higher Education.”

Florida Society of Newspaper Editors – First Place in Page Design to Kiely Agliano.

Florida Society of Newspaper Editors – First Place in Page One Design to Fred Stone, Shane Blatt.

Florida Society of Newspaper Editors – First Place in Sports Photography to David Kadlubowski.

Florida Press Club – Second Place for Excellence in Criticism Writing to Curtis Ross

Florida Press Club – Third Place for Excellence in Religion Writing to Michelle Bearden.

Florida Press Club – Honorable Mention for Excellence in Minority News Reporting to Cloe Cabrera.

Florida Press Club – First Place for Excellence in Crime News Writing to Candace J. Samolinski.

Florida Press Club – Second Place for Excellence in Sports Column Writing to Joe Henderson.

Florida Press Club – Third Place for Excellence in Front Page Design to Shane Blatt.

Florida Press Club – First Place for Excellence in Local Page Design to Chris Smith.

Florida Press Club – Second Place for Excellence in Business Page Design to Larry Sullivan.

Florida Press Club – First Place for Excellence in Sports Action Photo to David Kadlubowski.

Florida Press Club – Second Place for Excellence in Sports Feature Photo to Colin Hackley.

Florida Press Club – First Place for Excellence in Photo Illustration to Carol Cleere.

Florida Press Club – Third Place for Excellence in War on Terrorism Coverage to Brad Smith.

Tampa Tribune also was the recipient of **two** International Society of Newspaper Design awards, twenty Mid-Florida Society of Professional Journalists awards, and three South Florida Society of Professional Journalists Awards.

### **Shared Awards**

The Society of Professional Journalists National Sigma Delta Chi deadline reporting award was shared with [www.tbo.com](http://www.tbo.com) for coverage of a police officer's death.

The RTNDA Edward R. Murrow award was shared with WFLA-TV for coverage of a police officer's death.

The Associated Press Award for Continuing Coverage was shared with WFLA-TV for stories on the Sunshine Skyway bridge.

Four Mid-Florida Society of Professional Journalists awards were shared with WFLA-TV.

Associated Press Best Overall newscast was shared between WFLA-TV, Tampa Tribune and [www.tbo.com](http://www.tbo.com).